Claims:

1. A pedestrian traffic control device, comprising:

a hollow upright, one piece, post having an open upper end and a lower end,

at least one slot in the post between its ends, the slot being spaced from both ends of the post,

a cassette located within the post and between its ends, the cassette incorporating a tape wound on a spool, the tape being extendable from the cassette, through the slot in the post, in a direction generally perpendicular to the axis of the post, and

means for holding the cassette within the post.

2. A pedestrian traffic control device as defined in claim 1, wherein the outer diameter of the cassette, along its entire axial length, is smaller than the internal diameter of the post, so that the cassette can be inserted into the open upper end of the post and moved to its location between the ends of the post.

3. A pedestrian traffic control device as defined in Claim 1, wherein the cassette is held within the post at a position such that the lower edge of the tape, when extended, is less than twenty seven inches above the floor supporting the post.

4. A pedestrian traffic control device as defined in claim 1 including means for supporting the cassette within the post in the region of the slot in the post.

5. A pedestrian traffic control device as defined in claim 4 wherein the support means includes a tube within the post having

an upper end in the region of the lower end of slot in the post, the cassette being seated upon the upper end of the tube.

6. A pedestrian traffic control device as defined in Claim 1 wherein no tape-holding cassette occupies the upper end of the post.

7. A method of assembling a pedestrian traffic control device, the device including a hollow post having an open upper end and a slot between and spaced from the post ends, and a cassette incorporating a spool on which a tape is completely wound, the free end of the tape being exposed, the method including the steps of:

inserting the cassette into the open end of the post,

maneuvering the cassette along the length of the post until the free end of the tape is accessible through the slot in the post,

pulling the free end of the tape through the slot, and

attaching a finger pull to the free end of the tape exposed outside the post, the pull being sized large enough so that the free end of the tape, with pull attached, cannot be retracted into the post through the slot.

8. A method as defined in claim 7 wherein the tape-carrying spool is spring based in a direction tending to wind the tape on the spool, so that pulling the free end of the tape through the post slot adds tension to the spring.